

Case UK dealer network continues to expand

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Case Construction Equipment customers in the south east and east anglia regions will have access to a new dealer following the recent appointment of John Hanlon & Company.

Based in Bedford, John Hanlon & Company has more than three decades of experience of providing a sales and hire service to the construction and waste recycling sectors in the South East.

As Case dealers they will cover a wide area of the south east and east Anglia, from north London and Essex up to Northamptonshire, Cambridgeshire and across to Suffolk and Norfolk. They will offer the full Case range and provide after sales service, parts and maintenance.

They are the latest business to join Case's expanding UK dealer network, which has seen six major dealerships join the organisation over the past 12-months.

Commenting on the new collaboration with Case, Hanlons sales director, Richard Hanlon said: "Teaming up with Case Construction is a natural progression to our on-going business development. We can now offer a very comprehensive line of construction equipment for our rental customers as well as machine sales opportunities, which will be supported with an excellent parts and service offering. We are also planning to expand our operations by opening a new dedicated sales and service department in Norfolk, which will enable us to respond even more quickly to our customers based in this part of our region."

Scott Freeman, Case business director for UK and Eire, said: "This is a good collaboration for both businesses, with their strong background in supplying the construction and waste recycling sectors they bring a wealth of experience to our dealer network."

Andy Blandford, VP Sales and Marketing CNH Industrial Construction Equipment for Europe Middle East and Africa, added: "This is an established proactive business that is also expanding. Bringing them on board will ensure that our growing customer base in these regions will have access to a dealer who can provide the highest level of service."



PRESS RELEASE

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Case Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CASEce.com.

Case Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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